

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant The Brady Company, Inc. N80 W12878 Fond du Lac Avenue, Menomonee Falls, WI 53051		2. Registration No. 5/38
3. Name of foreign principal Danish Ministry of Business and Industry	4. Principal address of foreign principal Slotsholmsgade 10-12 DK-1216 Copenhagen-K Denmark	
5. Indicate whether your foreign principal is one of the following type: <input checked="" type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or <input type="checkbox"/> domestic organization: If either, check one of the following: <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Association <input type="checkbox"/> Committee <input type="checkbox"/> Voluntary group <input type="checkbox"/> Other (specify) _____ <input type="checkbox"/> Individual—State his nationality _____		

6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant. Danish Ministry of Business and Industry b) Name and title of official with whom registrant deals. Peter Pedersen, Head of Division	
7. If the foreign principal is a foreign political party, state: a) Principal address b) Name and title of official with whom registrant deals. c) Principal aim	

009344
96 NOV -8 PM 12:27
CRM/ISS/REGISTRATION UNIT

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A

10/28/96

Name and Title

STEVE GARMONICK, Vice President

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
The Brady Company, Inc.	5138 Danish Ministry of Business and Industry

Check Appropriate Boxes:

1. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

All projects are to be done on a project and as needed basis.

0099347

96 NOV - 8 PM 12:27
CRM/ISS/REGISTRATION UNIT

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

To provide research, marketing, public relations and consulting services to Denmark, related specifically to promoting Denmark as a good place to do business for U.S. companies.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
10/28/96	Steve Gammek, Vice President	SG - G.L.

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**Agreement
between
Invest in Denmark
Ministry of Business and Industry
and
The Brady Company, Inc.**

This agreement is made and entered into this 14th day of May, 1996 by and between the Ministry of Business and Industry (The Ministry) and The Brady Company (Brady).

Whereas, The Ministry made a request for proposal for a marketing plan for "Distribution Denmark" from Brady:

Whereas, Brady submitted a successful proposal in response to The Ministry's request; and

Now, therefore, in consideration of their mutual promises, The Ministry and Brady agree as follows:

I Scope of Services

When authorized by The Ministry, Brady shall perform the following services:

- 09348
96 NOV - 8 PM 12:2
- A. **Advertising** — Brady shall provide advertising design and development services. This includes but is not limited to the development of a 4-color, full-page advertisement for the "distribution campaign." The estimated cost for this ad is \$8,000.
- B. **Media Placement** — Brady will research and recommend media selection, develop ad schedules, contract for ad space, send materials to publications, verify proper placements, and handle billing. This includes but is not limited to ad placements for the distribution campaign for which \$65,000 has been budgeted for the first 12 months of the program. For this work, Brady will retain the commission paid to agencies by publications.
- C. **Promotional Materials** — Brady will design, write and produce promotional materials. This includes but is not limited to an 8-page, 4-color image brochure for the distribution campaign, which is estimated to cost \$16,300 plus the cost of photography.

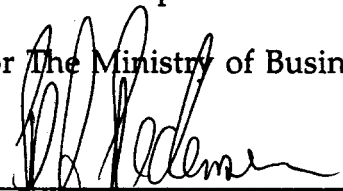
- D. Newsletter for Distribution Campaign** — Brady will design, produce and distribute a 4-page, 2-color quarterly newsletter for the distribution campaign. The estimated cost of the newsletter is \$6,250 per issue plus postage. This assumes a print quantity of no more than 5000 copies and that photos used in the newsletter are provided. There will also be an initial design charge of \$3,500.
- E. Lead Management/MarketSweeps** — Brady will identify, qualify and help develop leads in support of the distribution campaign; and, if requested and authorized, other programs operated by The Ministry. An initial budget of \$36,000 has been established for this purpose for the distribution campaign. Brady will bill monthly for this service plus out-of-pocket expenses such as telephone and postage. The exact charge for services will be calculated by multiplying the hours spent on this activity within the month multiplied by the hourly rates of individuals performing the required work. These hourly charges range from \$25 to \$70 depending on the function performed.
- F. Centralized Database for Distribution Campaign** — Brady will develop a centralized database that will be used in concert with the lead management program for the distribution campaign, which can - at the discretion of The Ministry - be used more broadly. Details concerning this item are contained in several other documents including Brady's letter to Mr. Peder Michael Jorgensen of March 19, 1996. The estimated cost to set up the database is \$15,690.
- G. Media Relations** — Brady will implement and maintain a media relations program for the distribution campaign; and, if requested and authorized, for other programs operated by The Ministry. The initial amount budgeted for the distribution campaign is \$3,000 per month for a total of \$36,000. An additional \$1,200 has been budgeted to establish a media contacts database. Brady will bill monthly for this service plus out of pocket expenses. The amount billed will be based on an hourly rate of \$80 for each billable hour. Brady will provide a detailed accounting of the time spent on the distribution campaign plus expenses with each monthly invoice.

- H. **Consulting** — Brady will provide consulting services to the distribution campaign, and, if requested and authorized, to other programs operated by The Ministry. The initial amount budgeted for this service is \$2,000 per month for a total of \$24,000. Brady will bill monthly for this service plus any related out-of-pocket expenses. The amount billed will be based on an hourly rate of \$100 for each billable hour. Brady will provide a detailed accounting of the time spent on the distribution campaign plus expenses with each monthly invoice.

II. Other Conditions

- A. **Job Estimates and Quotes** — Unless otherwise authorized, Brady will provide a cost estimate for each discrete project undertaken for The Ministry. These estimates will be based on concepts developed by Brady and approved by The Ministry, and/or specifications provided by The Ministry. The project cost estimates will come within 10% of final billed costs, unless parameters for the project change. In the event the parameters change during the course of the project, the job will be re-estimated for The Ministry's re-approval.
- B. **Exclusivity and Term** — This agreement does not give Brady the exclusive right to any aspect of The Ministry's program. Furthermore, the continuation of this agreement and amendments to it will be by mutual consent.
- C. **Pre-Agreement Work** — All work authorized by The Ministry or its representatives that has been completed by Brady or is in progress prior to the signing of this agreement is deemed to be compliant with this agreement and subject hence forth to its provisions.

For The Ministry of Business and Industry


Mr. Peter Pedersen, Head of Division

May, 23rd, 1996
Date

For The Brady Company, Inc.


Stephen Czarnecki, Vice President

May 15, 1996
Date